Dealer Catalog

ATLAS®
BY SEARS SEATING

Product Guide

SEARS SEATING

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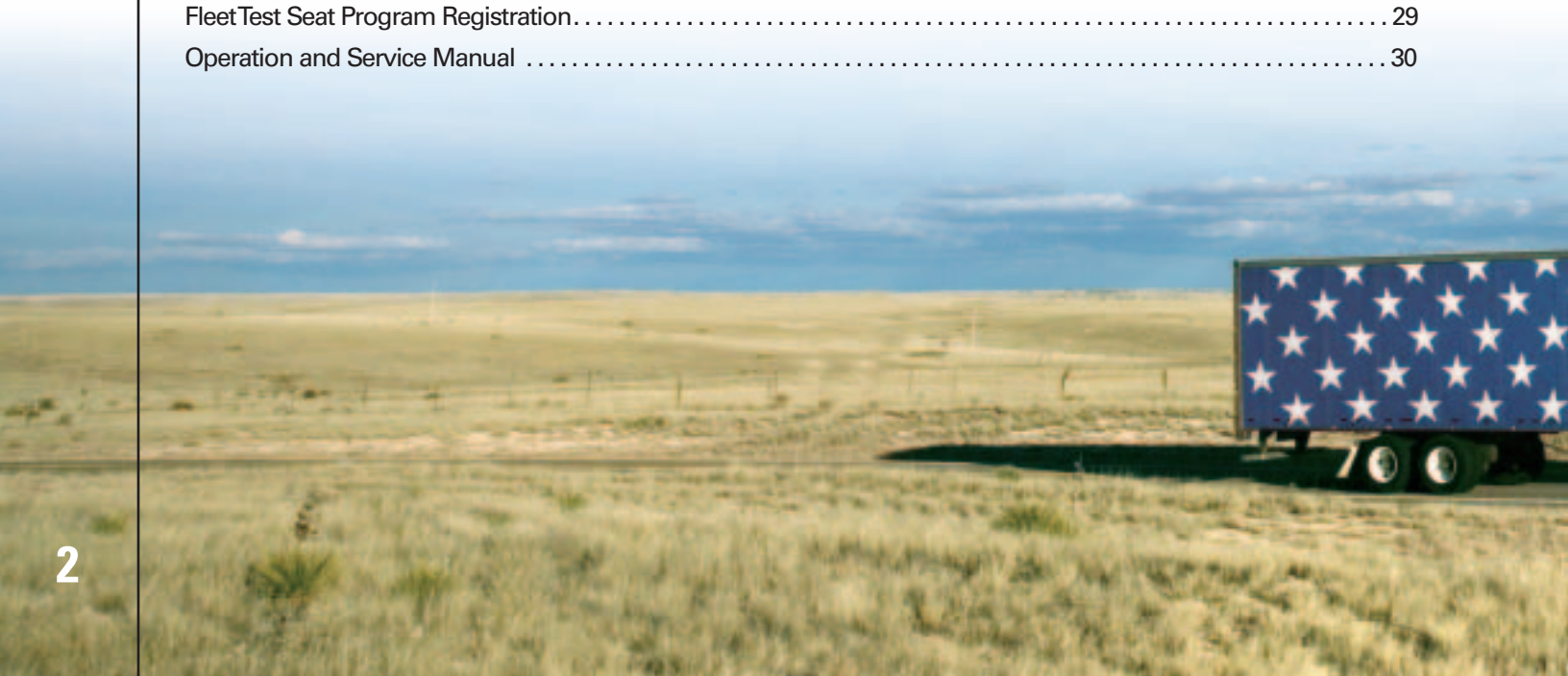


Who is Sears Seating/Atlas?

Established in 1855 in Davenport, Iowa, Sears Seating is the leader in the design and manufacture of seats and seat suspension systems for the off road equipment and over the road truck markets worldwide.

Known for proprietary products, Sears is the major seating supplier to John Deere, CNH, Caterpillar, Bobcat, Hyster, Yale and Freightliner to name a few.

Since 1855, Sears Seating has built a reputation for highly innovative seating products that offer unparalleled comfort and durability. Sears holds over 60 patents, and utilizes the latest technologies in design and testing to ensure every seat meets or exceeds customer expectations.

ATLAS is Sears Seating's newest innovation in truck seating. It is the result of over two (2) years of research – ranging from interviewing drivers and dealers as to wants and needs to measuring almost 200 drivers to determine correct cushion contours and dimensions.

The Atlas truck seat design offers exclusive features, like Comfort Zone Support Structure and ToggleLink air suspension, that meet your needs and those of your customers – COMFORT, DURABILITY, VALUE.

For more information:
Sears Seating
1718 S. Concord St
Davenport, Iowa 52808
1-800-553-3013
www.searsseating.com

Designed with operator input

WHY DOES ATLAS EXCEL?

The answer starts with extensive research conducted over two years. We obtained 16 different anthropomorphic measurements from nearly 200 male and female drivers to determine ideal seat contours and dimensions. We also surveyed drivers, OEMs, fleet operators and dealers to determine their requirements and feature preferences.

Then our engineers went to work designing these comfort advantages into Atlas seats for unmatched driver satisfaction and retention:

IMPROVED OPERATOR COMFORT AND ADJUSTABILITY.

Comfort Zone™ Support Structure. This exclusive feature consists of a magnesium back pan that's contoured to the natural shape of the spine to provide full body support through the back region, and a contoured metal seat pan that fully supports the 22"-wide ergonomic cushions.

The seat cushion has three inches of foam on the centerline to help ensure maximum comfort and support. The back cushion provides contoured lumbar support.

Independent seat tilt and independent seat extension.

This unique feature allows the driver to adjust the seat angle and seat length independently of each other for a more customized fit (available on 70 Premium Comfort and Elite 80).

Other features that make Atlas the "ultimate:"

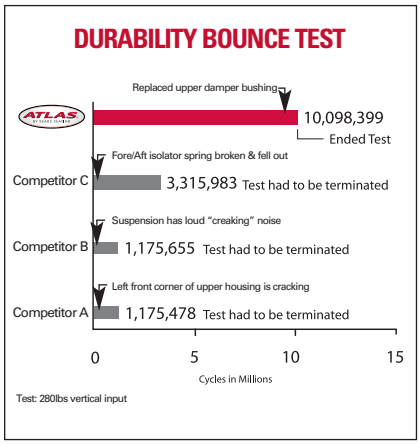
- Seat-mounted controls are visible while seated.
- Height-adjustable air lumbar system is positioned to avoid direct pressure on the spine (available on 70 Premium Comfort and Elite 80).
- Wide armrests are easier to adjust.

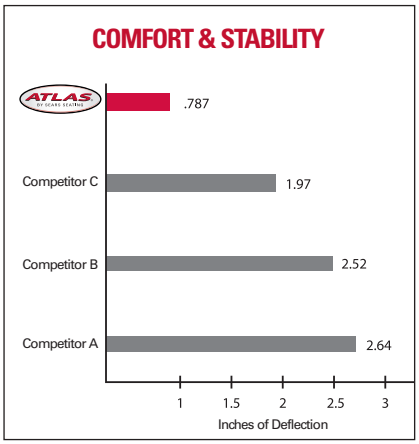
COMPARE OUR STURDY STRUCTURE TO THE COMPETITION'S TUBE FRAMES:

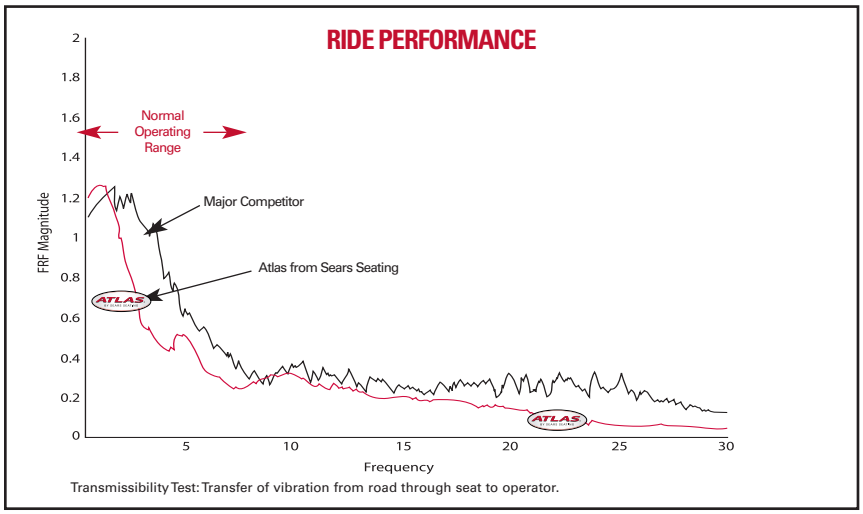
Comfort Zone™ support structure is stronger.

Competitive frames are flimsy.

Atlas excels in tests against others







UNMATCHED DURABILITY AND RIDE PERFORMANCE.

ToggleLink™ Air Suspension. Sears Seating improved truck seating from the ground up with a new patented design. The ToggleLink™ suspension delivers the better ride performance that drivers requested. Its internal end stops greatly reduce the chance of topping and bottoming, while the design's superior lateral stability reduces side-to-side rocking.

Atlas ToggleLink™ suspension also has fewer main wear points for longer service life.

Stabilizer double-locking slides/isolator. Sears added a double-locking slide/isolator package to further reduce vibration, eliminate torsion racking and greatly improve the ride. It allows for greater adjustability with 9" of fore/aft slide travel and a full two inches of smooth isolation.

Proof of Performance. Atlas was subjected to complete and rigorous durability testing. For the standard vertical bounce test, the seat carried a 280-pound weight for over 10 million vertical bounce cycles, while competition ranged from 1.7 million cycles to 3.3 million before failure.

Elite 80 Series

STANDARD FEATURES

- Atlas Elite seat top with Comfort Zone™ support structure system
  - Contoured seat and back pans
  - Seat extension – independent in 3 positions
  - Seat tilt–independent in 3 positions
  - Air lumbar height adjustable
  - Map pocket
  - High-back seat
  - Ergonomic 22" "luxury style" seat and back cushions
  - Full recliner–backrest
- Stabilizer™ double-locking slide/isolator with 9" slide travel
- AtlasToggleLink Suspension® with flat floor riser and vinyl suspension skirt

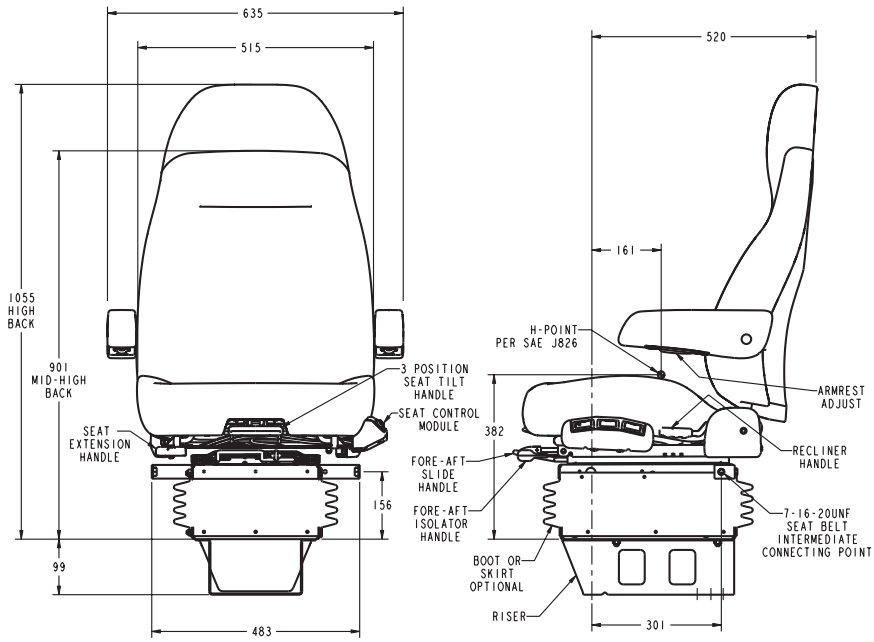
OPTIONS

- Cloth or Ultraleather upholstery
- Driver or passenger swivel
- Dual armrests (factory installed

ACCESSORY KITS

- Curved Floor Adapter Kit
- Armrest Kit – LH & RH
- StowAway Armrest Kit – LH & RH

SPECIFICATIONS



Upholstery

Standard Color	Cloth*	Ultraleather*
Gray	NS	NW
Black	NR	NT
Blue	HN	HP
Red	CD	CE
Tan	4B	4D
Brown	4A	Not Available
See page 17 for color swatches		

Elite 80 Series

Description	Part Number
	High Back
Standard seat only	35131**NSNSN
Standard with driver swivel	35231**NSDSN
Standard with passenger swivel	35331**NSPSN

Elite 80 Series

Description	Part Number
	High Back
Standard with dual armrests	35111**BSNSN
Standard with RH StowAway armrest and regular LH armrest	35111**3SNSN
Standard with LH StowAway armrest and regular RH armrest	35111**4SNSN

Elite 80 Series

Description	Part Number
	High Back
Standard with dual armrests with driver swivel	35211**BSDSN
Standard with dual armrests with passenger swivel	35311**BSPSN

*Insert appropriate color code to complete seat part number
See pages 14-15 for individual armrests.

70 Premium Series

STANDARD FEATURES

- Atlas seat top with exclusive Comfort Zone™ support structure system
  - – Contoured seat and back pans – full support
  - – Ergonomic 22″ wide Comfort seat and back cushions
  - – Full recliner
  - – Independent seat angle adjust – 3 positions
  - – Independent seat extension – 3 positions
  - – Quad-chamber air lumbar
  - – Height adjustable
  - – High-back seat
  - – Carpet back
- Stabilizer™ double locking slides/ isolator package with 9″ slide travel and 2″ isolation
- AtlasToggleLink Suspension® with flat floor riser
- Stabilizer™ double-locking slide/isolator with 9" slide travel
- AtlasToggleLink Suspension® with flat floor riser and vinyl suspension skirt

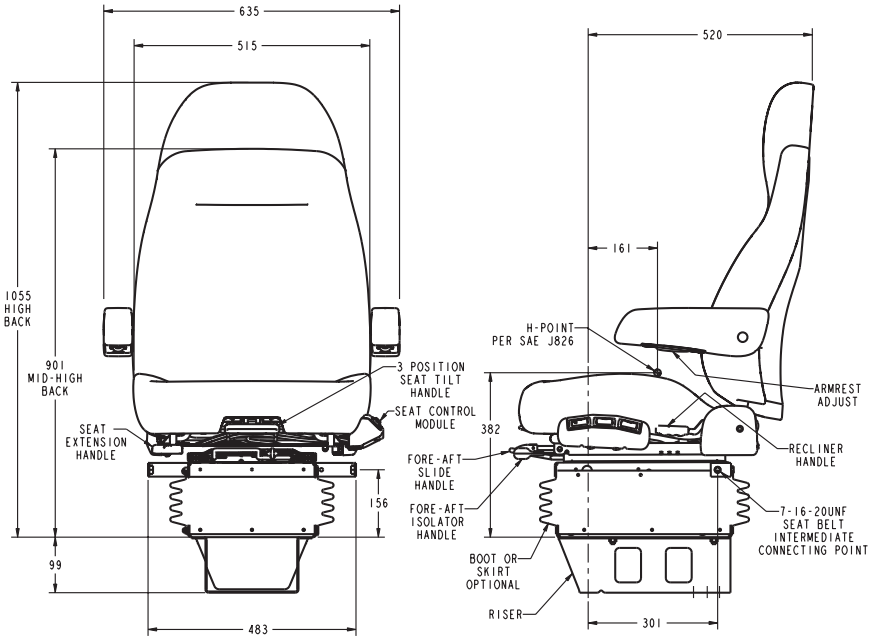
OPTIONS

- Mordura cloth or Ultraleather upholstery
- Driver or passenger swivel
- Dual armrests (factory installed)

ACCESSORY KITS

- Armrest Kit – LH & RH
- Vinyl Suspension Skirt Kit
- Curved Floor Adapter Kit
- StowAway Armrest Kits – LH & RH

SPECIFICATIONS



Upholstery

Standard Color	Cloth*	Ultraleather*
Gray	M1	X1
Black	M0	X0
Blue	HQ	JE
Red	CF	D6
Tan	4F	6E
Brown	4E	Not Available
See page 17 for color swatches		

70 Premium Series

Description	Part Number
	High Back
Standard seat only	23531**NNNNN
Standard with driver swivel	23631**NNDNN
Standard with passenger swivel	23831**NNPNN

70 Premium Series

Description	Part Number
	High Back
Standard with dual armrests	23511**BNNNN
Standard with RH StowAway armrest and regular LH armrest	23511**3NNNN
Standard with LH StowAway armrest and regular RH armrest	23511**4NNNN

70 Premium Series

Description	Part Number
	High Back
Standard with dual armrests with driver swivel	23611**BNDNN
Standard with dual armrests with passenger swivel	23811**BNPNN

*Insert appropriate color code to complete seat part number
See pages 14-15 for individual armrests.

70 Standard Series

STANDARD FEATURES

- Atlas seat top with Comfort Zone™ support structure system
  - Contoured seat and back pans
  - Seat tilt and extension – integrated – 3 positions
  - Air lumbar
  - High-back seat
  - Ergonomic 22" wide seat and back cushions
  - Full recliner – backrest
- Stabilizer™ double locking slides/ isolator package with 9″ slide travel and 2″ isolation
- AtlasToggleLink Suspension® with flat floor riser

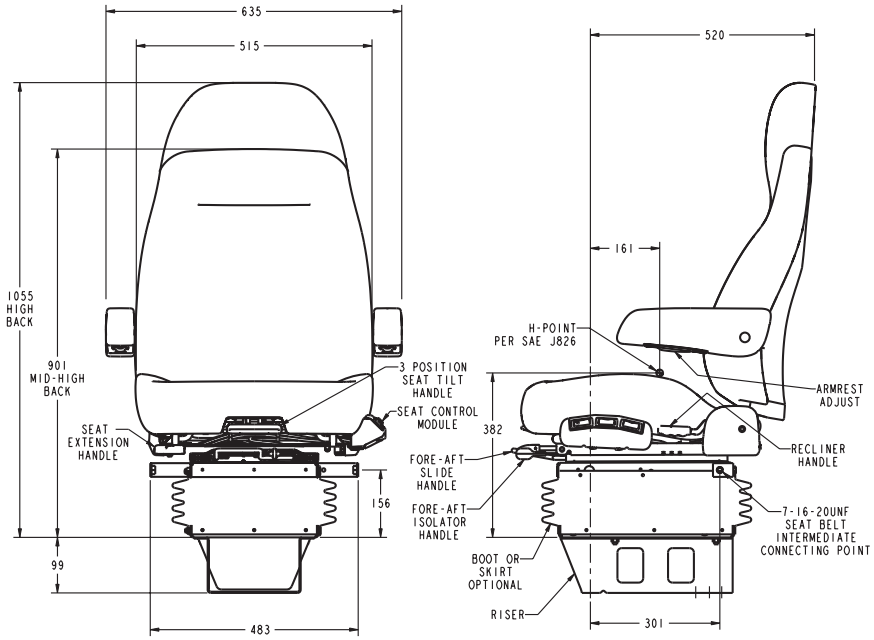
OPTIONS

- Cut and sewn upholstery – Vinyl or Mordura cloth
- Cleanable and durable Fabriform® process upholstery – Mordura cloth with 5 year warranty
- Driver or passenger swivel
- Mid-high backrest height
- Dual armrests (factory installed

ACCESSORY KITS

- Armrest Kit – LH & RH
- Vinyl Suspension Skirt Kit
- Curved Floor Adapter Kit
- StowAway Armrest Kits – LH & RH

SPECIFICATIONS



Upholstery

Standard Color	Cloth/Fabriform*	Vinyl*
Gray	M1	X5
Black	M0	X4
Blue	HQ	JG
Red	CF	D8
Tan	4F	6G
Brown	4E	Not Available
See page 17 for color swatches		

70 Standard Series

Description	Part Number	Part Number
Cut N sew covers	**High Back**	**Mid-high Back**
Standard seat only	23131**NNNNN	23332**NNNNN
Standard with dual armrests	23111**BNNNN	23312**BNNNN
Standard with RH StowAway armrest and regular LH armrest	23131**3NNNN	23312**3NNNN
Standard with LH StowAway armrest and regular RH armrest	23131**4NNNN	23312**4NNNN

70 Standard Series

Description	Part Number	Part Number
Fabriform	**High Back**	**Mid-high Back**
Standard seat only	A4131**NNNNN	A4232**NNNNN
Standard with dual armrests	A4111**BNNNN	A4212**BNNNN
Standard with RH StowAway armrest and regular LH armrest	A4111**3NNNN	A4212**3NNNN
Standard with LH StowAway armrest and regular RH armrest	A4111**4NNNN	A4212**4NNNN

*Insert appropriate color code to complete seat part number
See pages 14-15 for individual armrests.

35 Series and 35 Plus Series

STANDARD FEATURES

- Atlas economy seat top
  - Contoured seat pan with tube frame back support
  - Seat tilt and extension – integrated – 3 positions
  - Fixed lumbar
  - High-back seat
  - Ergonomic 21" wide seat and back cushions
  - 4-position back recliner
- Double-locking slides with 9" travel
- AtlasToggleLink Suspension® with flat floor riser

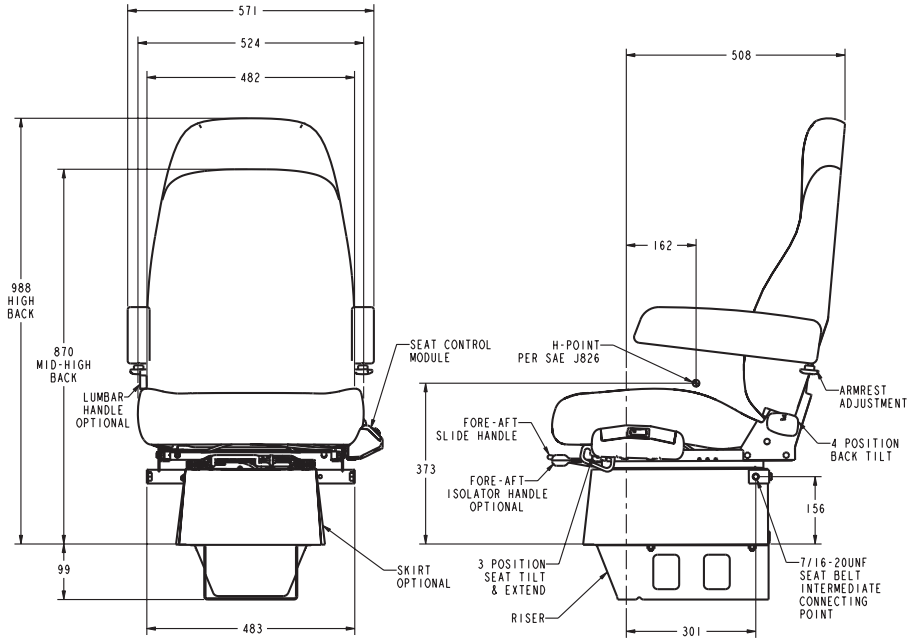
OPTIONS

- Cut and sewn upholstery – Vinyl or Mordura cloth
- Cleanable and durable Fabriform® process upholstery – Mordura cloth with 5 year warranty
- Mid-high backrest height
- *35 Plus Comfort Package*[1]
  - *Mechanical lumbar*
  - *Fore/aft isolator*
- Dual armrests (factory installed)

ACCESSORY KITS

- Armrest Kits – LH & RH
- Vinyl Suspension Skirt Kit
- Curved Floor Adapter Kit

SPECIFICATIONS



Upholstery

Standard Color	Cloth*	Vinyl*	Fabriform*
Gray	M1	X5	NG
Black	M0	X4	NJ
Blue	HQ	JG	HH
Red	CF	D8	C6
Tan	4F	6G	5W
Brown	4E	Not Available	5S
See page 17 for color swatches			

35 plus Series[1]

Description	Part Number	Part Number
Cut N sew covers	**High Back**	**Mid-high Back**
Standard seat only	11831**NNNNN	11932**NNNNN
Standard with dual armrests	11811**BNNNN	11912**BNNNN

35 plus Series[1]

Description	Part Number	Part Number
Fabriform	**High Back**	**Mid-high Back**
Standard seat only	49331**NNNNN	49432**NNNNN
Standard with dual armrests	49311**BNNNN	49412**BNNNN

35 Series

Description	Part Number	Part Number
Cut N sew covers	**High Back**	**Mid-high Back**
Standard seat only	11131**NNNNN	11232**NNNNN
Standard with dual armrests	11111**BNNNN	11212**BNNNN

35 Series

Description	Part Number	Part Number
Fabriform	**High Back**	**Mid-high Back**
Standard seat only	49131**NNNNN	49232**NNNNN
Standard with dual armrests	49111**BNNNN	49212**BNNNN

*Insert appropriate color code to complete seat part number
See pages 14-15 for individual armrests.

Regular Armrest Kits

Upholstery

Standard Color	Vinyl*	Cloth*	Ultraleather*
Gray	2X3	2NG	2NQ
Black	2X2	2NJ	2NP
Blue	2JF	2HH	2HM
Red	2D7	2C6	2CC
Tan	26F	25W	249
Brown	NA	25S	NA

*Insert appropriate color code to complete seat part number

35 Series Armrest Kits

Description	Part Number
LH Vinyl	SA17508.***
RH Vinyl	SA17509.***
LH Cloth	SA17508.***
RH Cloth	SA17509.***

80 & 70 Series Armrest Kits

Description	Part Number
LH Vinyl	SA23215.***.901
RH Vinyl	SA23216.***.901
LH Cloth	SA23215.***.901
RH Cloth	SA23216.***.901
LH Ultraleather	SA23215.***.901
RH Ultraleather	SA23216.***.901

NEW Longer Arm

Stowable Armrest Kits

Upholstery

Standard Color	Vinyl*	Cloth*	Ultraleather*
Gray	2X3	2NG	2NQ
Black	2X2	2NJ	2NP
Blue	2JF	2HH	2HM
Red	2D7	2C6	2CC
Tan	26F	25W	249
Brown	NA	25S	NA

*Insert appropriate color code to complete seat part number

70 & 80 Series StowAway Armrest Kits

Description	Part Number
LH Vinyl	SA23356.***
RH Vinyl	SA23355.***
LH Cloth	SA23356.***
RH Cloth	SA23355.***
LH Ultraleather	SA23356.***
RH Ultraleather	SA23355.***

NEW STOWAWAY ARMRESTS OPEN SPACE FOR EASY ACCESS TO THE SLEEPER.

Moving to the rear of the cab is a tight fit that requires turning sideways and trying to wiggle between the seats. Sears has a better idea – our revolutionary StowAway armrests with patented technology.

You get 7" of more passage room than Brand B and 14" more than Brand N.

They also provide greater comfort when you're sitting because the Atlas seats are 2" wider. Plus, the armrests themselves are wider and longer than standard armrests.

The Fabriform Story

Think how many times a day your operators are in and out of the cab. It adds up to hundreds of thousands of times over the life of your truck. And every time someone slides in or out, your seats can pay the price with wear and tear.

You'll never have to worry about Atlas seats with Fabriform® wearing out. They're made of a patented process that flamebonds a tri-laminate of film, foam and fabric.

We have enough confidence in the durability of our Fabriform® cushions to warrant them for five years.

Superior wear-resistance makes Fabriform® ideal for dump, cement and regional delivery applications where drivers are in and out of the seat frequently. Also great for long-haul usage.

The patented Fabriform® process involves flame bonding a rugged tri-laminate of film, foam and fabric. Poured into the fabric/mold, the foam bonds with the tri-laminate fabric as it cures.

The tri-laminate material provides a barrier of protection. Its "wicking" action disperses moisture and perspiration. The seats can be easily cleaned. They can even be hosed off!

Unlike cut-'n'-sew covers, Fabriform® cushions have no seams. This makes them impervious to dust, dirt and water – the major causes of cushion wear.

Seat Covering Selection Guide

VINYL

Black

Gray

Tan

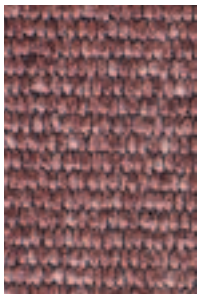
Burgundy

Blue

CLOTH/FABRIFORM

Black

Gray


Brown

Tan

Burgundy

Blue

ULTRA LEATHER

Black

Gray

Tan

Burgundy

Blue

Limited Warranty

ATLAS 35 SERIES/ATLAS 70 SERIES/ELITE 80 SERIES 10 YEARS/UNLIMITED MILES – LIMITED WARRANTY – NON PRO-RATED

Sears Seating expressly warrants, to the original purchaser, that all structural seat components in the **Atlas 35 Series, including 35 Plus, Atlas 70 Series – both standard and Premium Comfort – and the Elite 80 Series** Suspension seats shall be free from defects in material and workmanship for ten (10) years from date-of-purchase provided such seats are subject to normal use and receive proper maintenance. Sears Seating expressly warrants that each seat shall be free of defects in materials and workmanship, and that the cushions and seat covers (excluding Fabriform cushions) shall be free from defectively sewn seams for a period of one (1) year or 100,000 miles, whichever comes first, excluding normal wear and tear.

Your sole and exclusive remedy against Sears Seating arising from the purchase or use of the aforementioned suspension seats is limited to repair or replacement of defective materials or defective workmanship, after verification by Sears Seating. During the first year or 100,000 miles, whichever comes first, Sears Seating will reimburse the purchaser for labor incurred for removal and replacement of defective parts based on Sears Seating's warranty rate chart. Repairs will be preformed at authorized repair facilities.

These warranties do not apply to broken valve stems or to valve failure due to foreign matter in the air valves and air system.

These warranties will become null and void if:

- The seat has been subjected to abuse, neglect, or accident
- The seat has been altered, modified, changed or reworked in a manner not previously authorized by Sears Seating.
- The seat is installed in manner that would subject it to abnormal wear.
- Recommended maintenance is not followed.
- Damage to the cushions and covers caused by cuts, burns or abuses.

WARRANTY DISCLAIMERS AND LIMITATIONS OF LIABILITY

THE ABOVE EXPRESSED WARRANTY SHALL BE THE EXCLUSIVE WARRANTY, AND SEARS SEATING MAKES NO OTHER WARRANTIES, EXPRESSED OR IMPLIED. SEARS SEATING EXPRESSLY DISCLAIMS ANY IMPLIED WARRANTIES OF MERCHANTABILITY AND IMPLIED WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE.

IT'S IS AGREED THAT SEARS SEATING SHALL NOT BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, including, but not limited to, loss of income, loss of use, lost profits, damage to other property, the cost of removing and reinstalling aforementioned suspension seats, attorney's fees and any liability you may have with respect to any other person.

For other details on our warranty policy, contact your Sears Seating representative or Sears Seating Customer Service. **800-553-3013**

Sears Seating
P.O. Box 3667
Davenport, IA 52808
www.searsseating.com

Limited Warranty-Fabriform

ATLAS 35 SERIES FABRIFORM 10 YEARS/UNLIMITED MILES 5 YEARS/UNLIMITED MILES – FABRIFORM CUSHION LIMITED WARRANTY – NON PRO-RATED

Sears Seating expressly warrants, to the original purchaser, that all structural seat components in the **Atlas 35 Series**, (including **35 PLUS**) Suspension seats with Fabriform® cushions shall be free from defects in material and workmanship for ten (10) years from date-of-purchase provided such seats are subject to normal use and receive proper maintenance. Sears Seating expressly warrants that each Atlas seat shall be free from defects in material and workmanship for period of one (1) year and Fabriform® cushions shall be free from defects in material for a period of five (5) years, excluding normal wear and tear – both from date-of-purchase.

Your sole and exclusive remedy against Sears Seating arising from the purchase or use of the aforementioned suspension seats is limited to repair or replacement of defective materials or defective workmanship, after verification by Sears Seating. During the first year or 100,000 miles, whichever comes first, Sears Seating will reimburse the purchaser for labor incurred for removal and replacement of defective parts based on Sears Seating's warranty rate chart.

Repairs will be preformed at authorized repair facilities.

These warranties do not apply to broken valve stems or to valve failure due to foreign matter in the air valves and air system.

These warranties will become null and void if:

- The seat has been subjected to abuse, neglect, or accident
- The seat has been altered, modified, changed or reworked in a manner not previously authorized by Sears Seating.
- The seat is installed in manner that would subject it to abnormal wear.
- Recommended maintenance is not followed.
- Damage to the cushions and covers caused by cuts, burns or abuses.

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IT'S IS AGREED THAT SEARS SEATING SHALL NOT BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, including, but not limited to, loss of income, loss of use, lost profits, damage to other property, the cost of removing and reinstalling aforementioned suspension seats, attorney's fees and any liability you may have with respect to any other person.

For other details on our warranty policy, contact your Sears Seating representative or Sears Seating Customer Service. **800-553-3013**

Sears Seating
P.O. Box 3667
Davenport, IA 52808
www.searsseating.com

New StowAway arms open space for easy access to the sleeper.

Forget trying to wiggle between your seats to get to the rear of the cab. Our revolutionary StowAway armrests with patented technology lift instantly and fold back behind the seatback. That gives you up to 7"more passage room over competitive truck seats. Ask for StowAway arms when you order your Atlas 80 Elite, 70 Premium Comfort or 70 Standard seats from a participating dealer.

ATLAS®
BY SEARS SEATING

Visit www.searsseating.com • P.O. Box 3667 • Davenport, IA 52808 • Toll-free: 1.800.553.3013

SEARS seating
Quality Seats for Professional Drivers

Atlas Truck Seats Programs

1. DEALER DISPLAY PROGRAM
2. QUIK PIK PROGRAM
3. AFTERMARKET DROP SHIP PROGRAM
4. ATLAS VOLUME PROGRAM
5. 14-DAY "COMFORT TRIAL" PROGRAM
6. GUARANTEED SALES PROGRAM
7. FLEET TEST SEAT PROGRAM

DEALER DISPLAY PROGRAM

"I would like to see it before I buy it." Sears Seating offers you the opportunity to display Atlas truck seats, so your customer can try it. Once he does, we know you will sell the seat.

How the program works:

Purchase twelve (12) Atlas truck seats on one order and receive:

- Free display base
- Free Atlas POP seat display
- Free Atlas "Advantage " counter display card

Qualifications:

- 50% of the order must be 70 Series, 70 Premium Comfort Series, or Elite 80 Series
- Display and materials will be shipped with order.

Atlas POP seat display

Atlas "Advantage" counter card

Atlas Truck Seats Programs

QUIK PIK PROGRAM

Don't miss an opportunity to sell an Atlas truck seat. Under the "Quik PIK" program, orders* for specified Atlas truck seats will be shipped within 48 hours (after receipt of order at Sears Seating).

*maximum order of eight (8) seats

Qualified "Quik Pik" seats (No Exceptions):

70 Series–Premium Comfort Package with dual armrests

23511M0BNNNN – High Back in Black Mordura cloth

23511M1BNNNN – High back in Gray Mordura cloth

23511X0BNNNN – High Back in Black Ultraleather

23511X1BNNNN – High Back in Gray Ultraleather

Elite 80 Series with dual armrests

35111NTBSNSN – High Back in Black Ultraleather

35111NWBSNSN – High Back in Gray Ultraleather

"My regular run is pretty rough. Atlas helped make it smoother."

Keith Mueller
Keith Mueller Trucking

AFTER MARKET DROP SHIP PROGRAM

This program is designed to help with outrageous freight charges for small quantities of seats drop shipped.

How the program works:

If a customer wants to drop ship (up to four (4) Atlas truck seats, Sears will prepay the freight, and add a shipping and handling charge to his invoice.

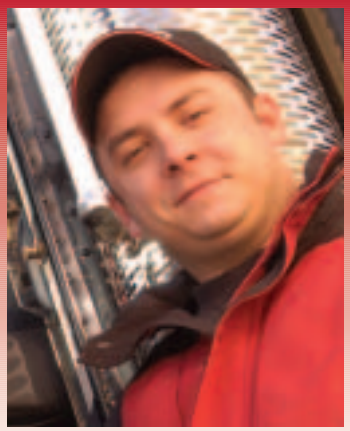
Attached is the matrix for the appropriate shipping and handling charges for the different sections of the continental United States.

- The shipping and handling charge includes a fuel surcharge and will be reviewed monthly. Charges may increase or decrease depending on the % fuel surcharge.

Call Customer Service for current rates 800-553-3013

"Why has nobody done this type of seat before now?"

Johnny Payne
J-Mar Express



"I was sold as soon as I sat down."
Dustin Helland
Helland Trucking

ATLAS VOLUME PROGRAM

Purchase:	Receive:
40 Atlas truck seats	2 FREE seats+1 BONUS 70 Premium Comfort
60 Atlas truck seats	3 FREE seats+2 BONUS 70 Premium Comfort
80 Atlas truck seats	4 FREE seats+2 BONUS Elite 80 seats
120 Atlas truck seats	6 FREE seats+3 BONUS Elite 80 seats

How the program works:

Purchase the required quantity of Atlas truck seats and receive Atlas truck seats FREE of charge. (Per above schedule)

Qualifications:

- Required quantity must be on one order.
- At least 60% must be 70 Series, 70 Premium Comfort or Elite 80 Series
- 40, 60 seat orders may be taken in two (2) shipments
- 80, 120 seat order may be in three (3) shipments
- Above split shipments are subject to maximum of two (2) drops.
- BONUS seat or seats will be 70 Series and will be shipped with last release or shipment
- FREE seats will be whatever seat is the majority of the order, and will be shipped with releases.

Atlas Truck Seats Programs

14-DAY "COMFORT TRIAL" PROGRAM

Sears Seating is so confident that when drivers try the new Atlas truck seat, they will want nothing else, and will offer your customer a 14-day comfort trial.

How the program works:

Sell your retail customer an Atlas 70 Series, 70 Premium Comfort Series or Elite 80 Series truck seat, and they have fourteen (14) days to experience the comfort and support of Atlas.

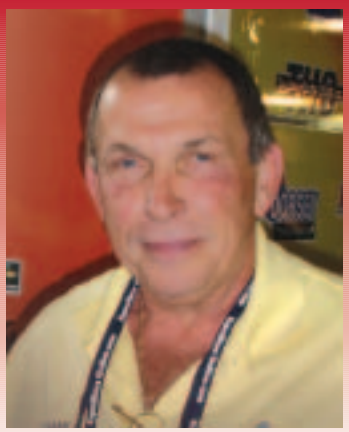
If at the end of the 14-day trial, your customer is not satisfied with the comfort of Atlas, they may return it to you for a full refund.* And in turn, you can return the seat to Sears Seating.**

Qualifications:

- Seat must be returned in good condition, and with good reason.
- Seat must be registered with Sears Seating on 14-day "Comfort Trial" form, in advance, and must include purchaser name, address, phone, and serial number of Atlas seat sold.

Returns & credit:

- Seat must be returned to Sears in good condition, and is subject to 15% restocking charge.
- Dealer will receive credit less restocking charge from seller.



"Atlas is the most comfortable seat I have used in my career as a truck driver."

Frank Reed
Arnold Transportation

14-Day "Comfort Trial" Registration

Purchaser Name:_____

Address:_____

City, State Zip:_____

Phone:_____ Cell Ph:_____

Atlas Seats purchased

	No. of Seats	Part #	Serial #	Purchase Date
70 Series Standard	☐	_____	_____	_____
70 Series Premium Comfort	☐	_____	_____	_____
Elite 80 Series	☐	_____	_____	_____

Dealer Name:_____

Address:_____

City, State Zip:_____

Phone:_____

Send Registration to: Sears Seating
Customer Service Department
P. O. Box 3667
Davenport, Iowa 52808
Or fax to: 563-888-3325

Atlas Truck Seats Programs

GUARANTEED SALES PROGRAM

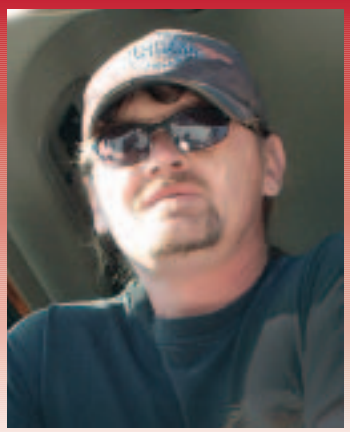
Sears Seating is so confident that Atlas truck seats will sell, they guarantee it, or return unsold seats to Sears – freight collect and no re-stocking charge at the end of the grace period.

How the program works:

Sears Seating will guarantee the sale of twelve (12) or less Atlas truck seats during a ninety (90) day Guaranteed Sales program period. Any seats not sold during the program period may be returned to Sears Seating freight collect and no re-stocking charge.

Qualifications:

- Seat order must be twelve (12) or less, and consist of at least 50% 70 Series or Elite 80 Series.
- Atlas truck seat must be displayed in dealership
- Program seats must be registered with Sears Seating
- Returned seats must be in original cartons and free of damage.
- Credit will be given from appropriate seller. (Sears or OEM)
- If credit is from Sears, dealer must supply copy of invoice with purchase price



"I was so impressed by how Atlas helped my back, I persuaded management to switch over the whole fleet!"

Jerry Canfield
Robison Trucking

Guaranteed Sales Program Registration

Dealer Name:_____

Address:_____

City, State Zip:_____

Phone:_____ Cell Ph:_____

Purchase Date:_____

Atlas Seats purchased

Part #	Serial #

Send Registration to: Sears Seating
Customer Service Department
P. O. Box 3667
Davenport, Iowa 52808
Or fax to: 563-888-3325

Atlas Truck Seats Programs

FLEET TEST SEAT PROGRAM

A fleet is offered to test one of the program's qualified Atlas truck seats for thirty (30) days. If the fleet decides not to keep the seat, the dealer can return the seat to Sears Seating freight collect. Sears Seating offers a "keeper "bucks program for the dealership that succeeds in completing the test program and the fleet spec's the Atlas truck seat in new trucks.

How the program works:

Sell an Atlas truck seat to a fleet for evaluation (test). The fleet has thirty (30) days to evaluate the comfort and durability of Atlas for themselves. If the fleet is not satisfied, the seat may be returned to Sears Seating freight collect.

If the fleet decides to keep the seat, the selling dealer will receive $30.00 "Keeper Bucks", and if the fleet specifies Atlas on new trucks, the dealer will receive an additional $30.00 "BONUS Bucks." That's a potential of $60.00 for every fleet the dealer sells.

Fleet:

- The fleet must have a minimum of ten (10) trucks.

Eligible Atlas product:

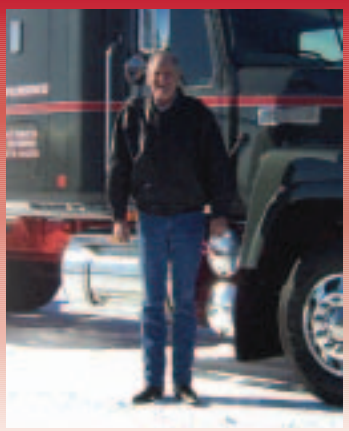
- 70 Series, 70 Premium Comfort Series, Elite 80 Series

Qualifications:

- Test seat must be registered with Sears Seating on Test Program form
- Only one (1) test seat per fleet.
- Evaluation forms must be completed by the operator
- 15 days & 30 days after installation.
- "Keeper Bucks" and BONUS Bucks will be paid at the end of the test period

Returns:

- Seat may be returned for full refund within the allowed thirty (30) day test period.
- If seat is returned after thirty (30) day period, there will be a 35% restocking charge.
- Seat must be free of damage
- Full refund will be given by seller (Sears* or OEM).



"At 6' 9" and after back surgery, it's difficult to find a comfortable seat. The Atlas fits the bill."

Jim Florence
Owner/Operator
Sully Transport

Fleet Test Seat Program Registration

Fleet Name:_____

Address:_____

City, State Zip:_____

Phone:_____ Cell Ph:_____

Contact Name:_____ No. ofTrucks in Fleet:_____

Truck Make and Unit No._____

Atlas Seats purchased

	No. of Seats	Part #	Serial #	Installation Date
70 Series Standard	☐	_____	_____	_____
70 Series Premium Comfort	☐	_____	_____	_____
Elite 80 Series	☐	_____	_____	_____

Dealer Name:_____

Address:_____

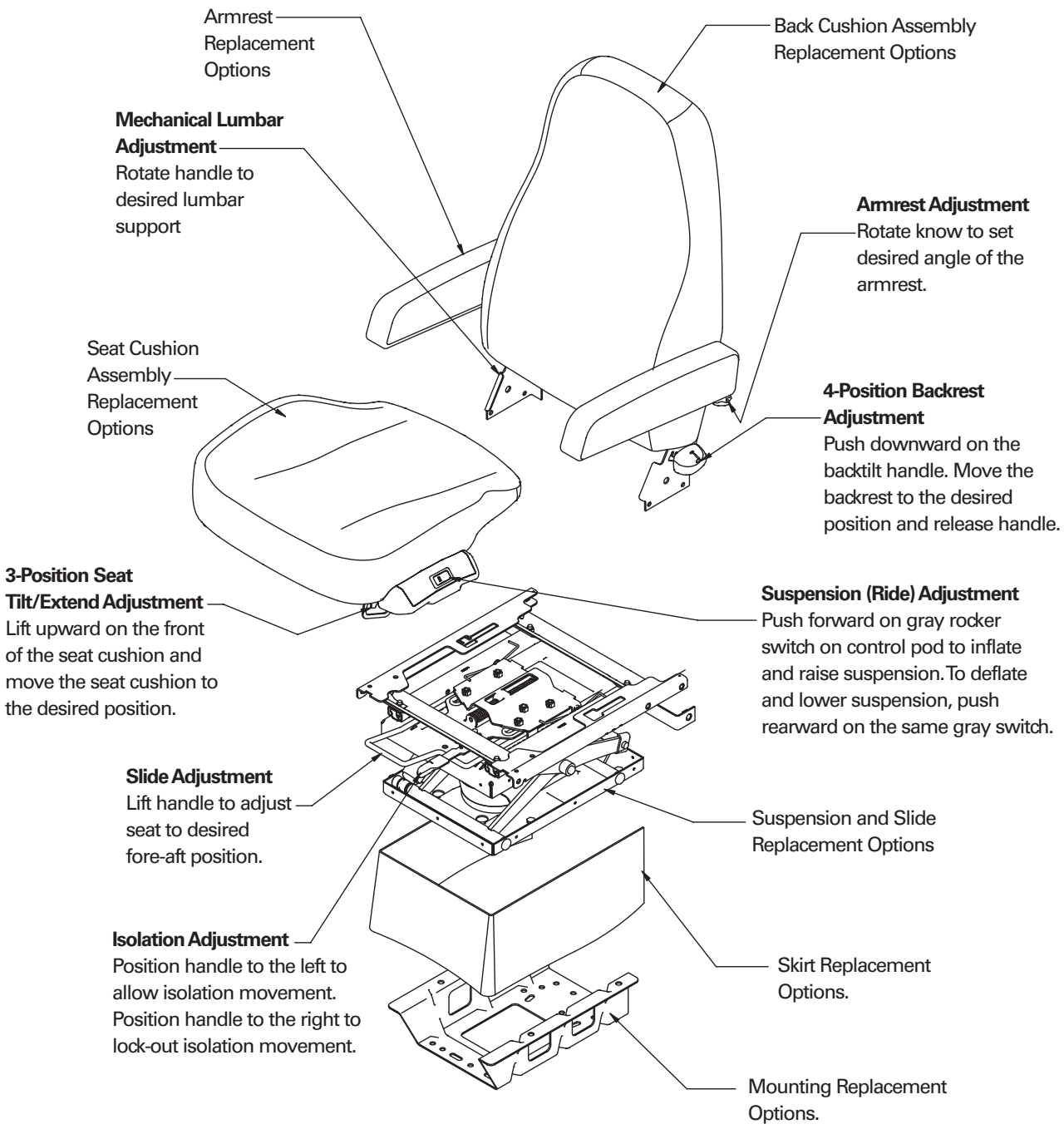
City, State Zip:_____

Phone:_____ Dealer Salesperson:_____

Send Registration to: Sears Seating
Customer Service Department
P. O. Box 3667
Davenport, Iowa 52808
Or fax to: 563-888-3325

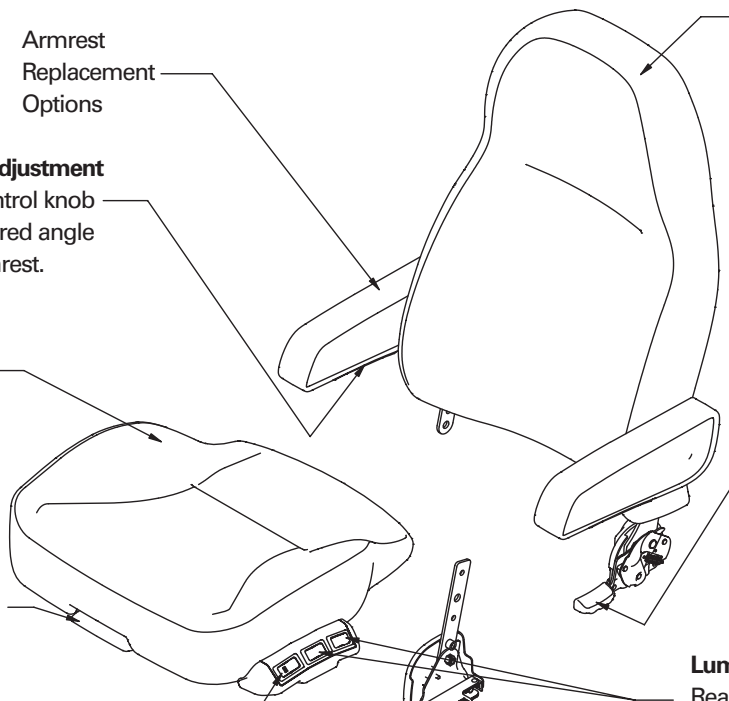
Operation and Service Manual

OPERATIONS/FEATURES
35 SERIES


Armrest Replacement Options
Back Cushion Assembly Replacement Options
Mechanical Lumbar Adjustment Rotate handle to desired lumbar support
Armrest Adjustment Rotate know to set desired angle of the armrest.
Seat Cushion Assembly Replacement Options
4-Position Backrest Adjustment Push downward on the backtilt handle. Move the backrest to the desired position and release handle.
3-Position Seat Tilt/Extend Adjustment Lift upward on the front of the seat cushion and move the seat cushion to the desired position.
Suspension (Ride) Adjustment Push forward on gray rocker switch on control pod to inflate and raise suspension. To deflate and lower suspension, push rearward on the same gray switch.
Slide Adjustment Lift handle to adjust seat to desired fore-aft position.
Suspension and Slide Replacement Options
Isolation Adjustment Position handle to the left to allow isolation movement. Position handle to the right to lock-out isolation movement.
Skirt Replacement Options.
Mounting Replacement Options.

Some feature and options shown may not apply to your specific seat. Contact your customer service representative for details.

OPERATIONS/FEATURES
70 AND ELITE 80 SERIES



Armrest Replacement Options

Back Cushion Assembly Replacement Options

Armrest Adjustment
Rotate control knob to set desired angle of the armrest.

Seat Cushion Assembly Replacement Options

Backrest Adjustment
Pull upward on the recliner handle. Move the backrest to the desired position and release lever.

3-Position Seat Tilt Adjustment
Lift handle upward and move the seat cushion to the desired position.

Lumbar Adjustment
Rear rocker switch–Push forward to inflate lower lumbar bag. Push rearward to deflate bag. Center rocker switch – (if equipped). Push forward to inflate upper lumbar bag. Push rearward to deflate bag.

Suspension (Ride) Adjustment
Push forward on gray rocker switch on control housing to inflate & raise suspension. To deflate and lower suspension, push rearward on the same gray switch.

Seat Extension Adjustment
Rotate handle upward to disengage. Move seat cushion to desired position and release lever. (3) positions available.

Suspension and Slide Replacement Options

Slide Adjustment
Lift handle to adjust seat to desired fore-aft position.

Skirt Replacement Options.

Isolation Adjustment
Position handle to the left to allow isolation movement. Position handle to the right to lock-out isolation movement.

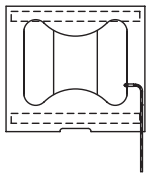
Mounting Replacement Options.

Some features and options shown may not apply to your specific seat. Contact your customer service representative for details.

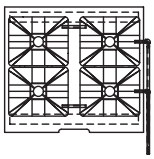
Operation and Service Manual

ATLAS REPLACEMENT PARTS LIST

Lumbar Replacement Options
Mechanical lumbar assemblies are not available for individual service. Contact your customer service representative for back cushion assembly options.

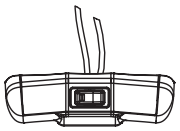


S20363.901
Single Chamber Air Lumbar
2-valve control application

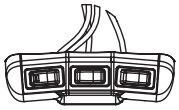


S20501.901
Quad Chamber Air Lumbar
3-valve control application

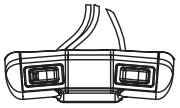
Air Control Housing Assembly Replacement Options
Includes housing, valves and air line.



SA18120.901
Control Housing Assembly
1-valve



SA 18122.901
Control Housing Assembly
3-valve



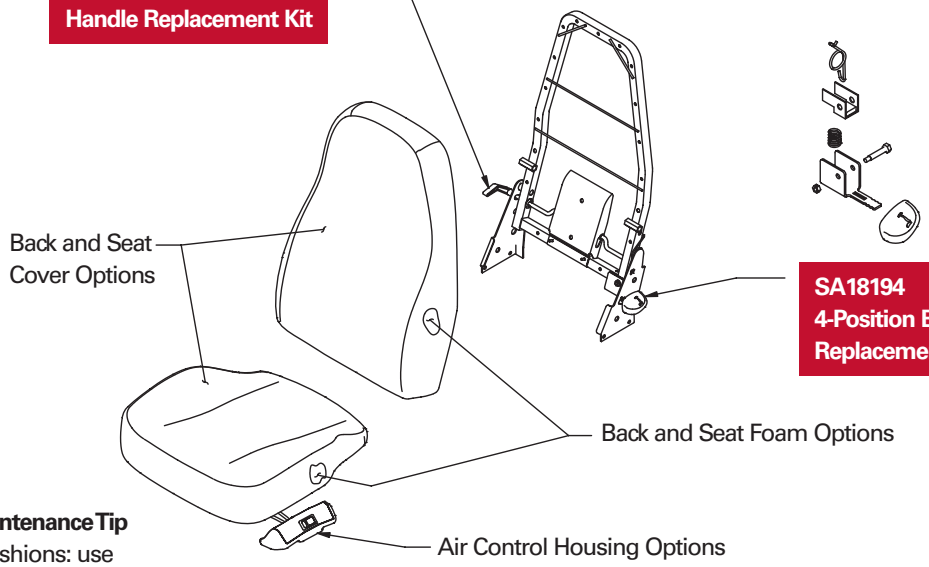
SA18121.901
Control Housing Assembly
2-valve

Back and Seat Foam Replacement Options
Contact customer service at 800-553-3013 for back and seat cushion assembly option.

SEAT TOP REPLACEMENT OPTIONS AND FEATURES

35 Series

SA10583
Mechanical Lumbar Handle Replacement Kit

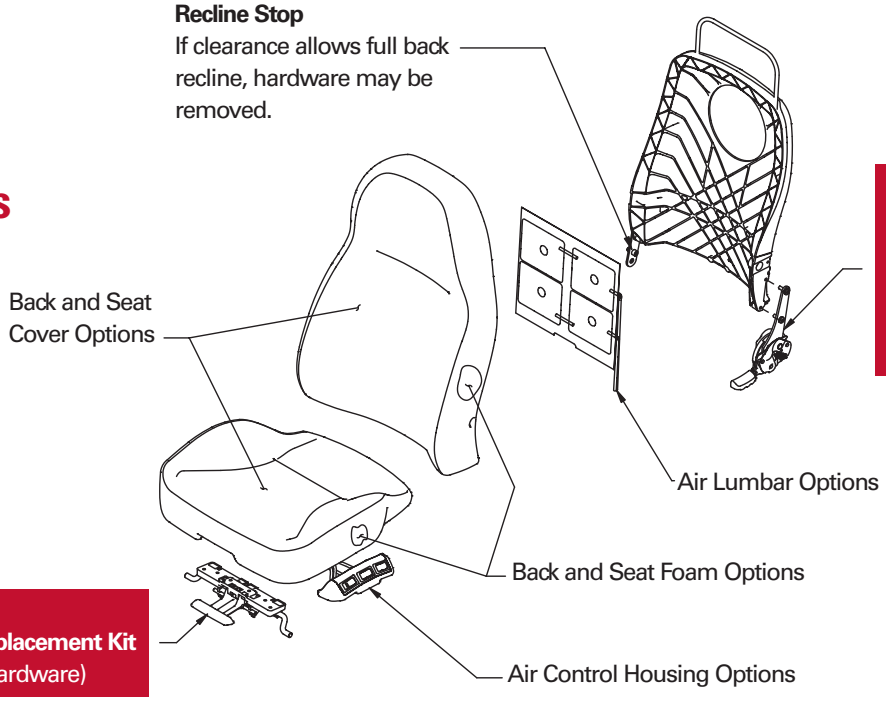


SA18194
4-Position Backtilt Replacement Kit

Preventive Maintenance Tip
To clean the cushions: use an automotive upholstery cleaner.

70 Series
Elite 80 Series

Recline Stop
If clearance allows full back recline, hardware may be removed.



S20587.901
Recliner Replacement Kit
(Includes mounting hardware)

SA18131.901
3-Position Seat Tilt Replacement Kit
(Includes mounting hardware)

Complete Back Cushion and Seat Cushion Assemblies
These items are seat specific. Contact your customer service representative for a complete list of features, colors, styles, and materials available.

Operation and Service Manual

ATLAS SUSPENSION REPLACEMENT PARTS LIST

SUSPENSION COMPONENT REPLACEMENT OPTIONS

Bearing Shaft Service Kit – S5714-901

Item	Description	Qty
8	Bearing Shaft	1
10	Bearing	2
5	Nut, Hex, 3/8-16 UNC	1

Bearing Shaft (Toggle-Link) Service Kit – SA18130-901

Item	Description	Qty
11	Bearing Shaft	1
10	Bearing	2
5	Nut, Hex, 3/8-16 UNC	1

Bumper/Roller Service Kit – SA18195

Item	Description	Qty
7	Roller, Atlas	2
3	Bumper	2
4	Bumper, Downstop	1

Shock Absorber Service Kit – SA18193

Item	Description	Qty
9	Shock, Atlas	1
1	Bearing, Sleeve Upper Shock	2
6	Pin, Shock	1
13	Washer, Flat	2
5	Nut, Hex, 3/8-16 UNC	1

Tether Bar Service Kit – SA12059

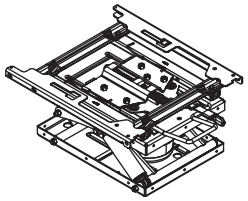
Item	Description	Qty
12	Tether Bar Weldment	1
2	Bolt, Hex HD, 3/8-16 UNC x .75 LG	2
5	Nut, Hex, 3/8-16 UNC	2

PREVENTIVE MAINTENANCE

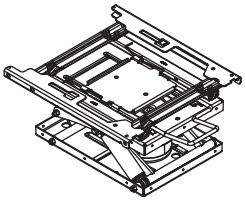
Lubricate suspension linkage bearings with a light oil every 30,000 miles.

SUSPENSION REPLACEMENT OPTIONS

Includes base suspension, slides, & tether bar.



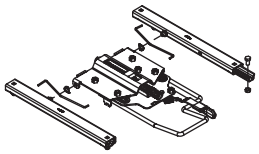
SA18057.901
ATLAS SUSPENSION
W/ SLIDE – ISOLATOR



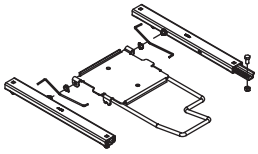
SA18064.901
ATLAS SUSPENSION
W/ LOCKING SLIDE

SLIDE REPLACEMENT OPTIONS

Includes mounting hardware.



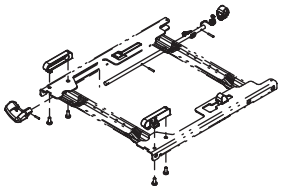
SA18197
SLIDE – ISOLATOR KIT



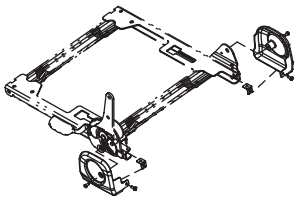
SA18196
LOCKING SLIDE KIT

MULTIPLATE ATTACHMENTS REPLACEMENT OPTIONS

All mounting hardware included.



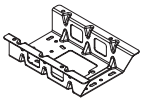
SA18056.901
3-POSITION
SEAT EXTENSION
REPLACEMENT KIT



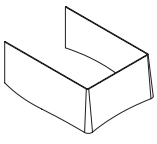
SA18073.901
RECLINER COVER
REPLACEMENT KIT

SUSPENSION COVERS AND MOUNTING REPLACEMENT OPTIONS

All mounting hardware included.



S20440 901 – 4" (STD)
S20459 901 – 3"
RISER KITS



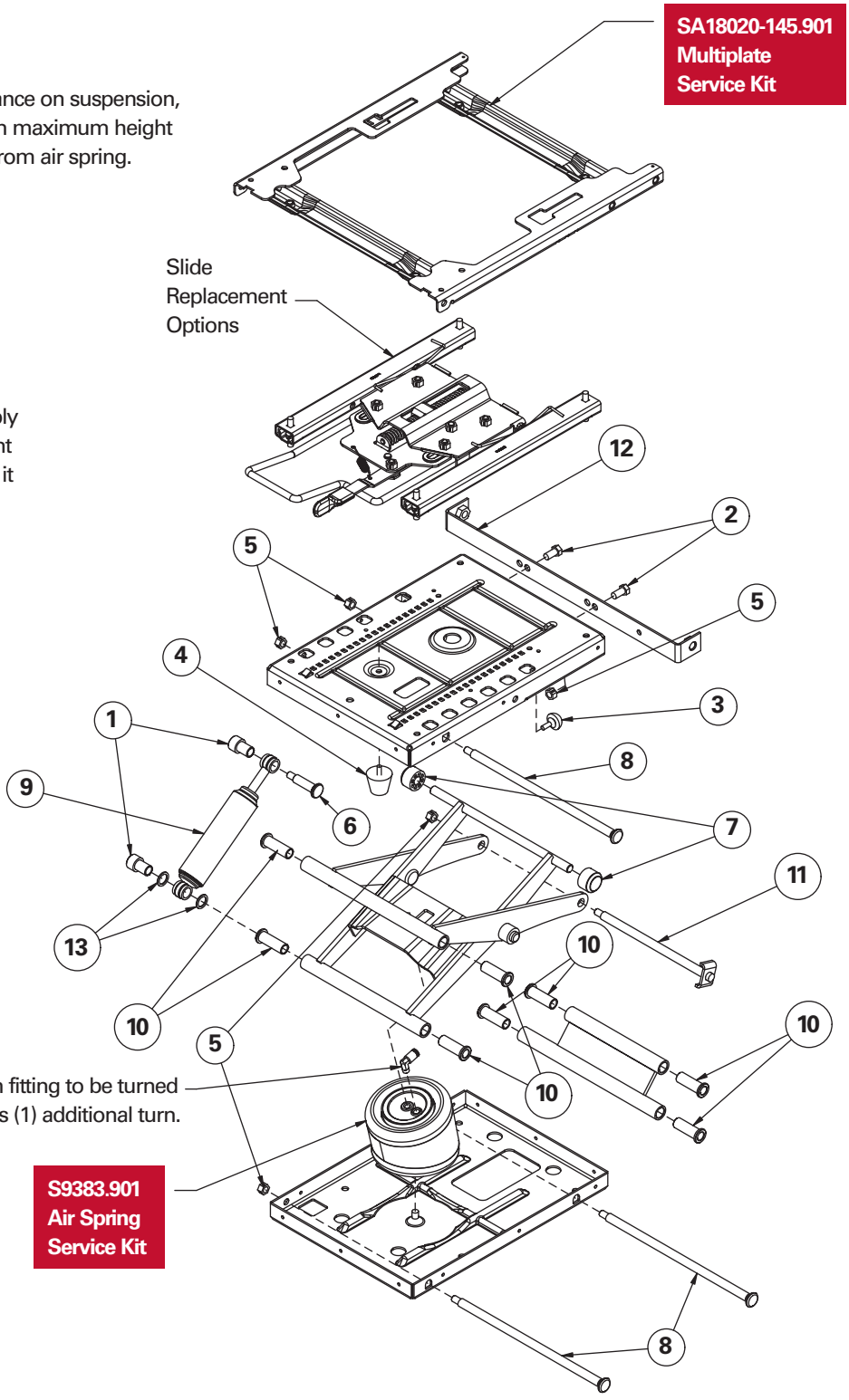
SA18151-2X2.901
VINYL SKIRT KIT

ATLAS SUSPENSION REPLACEMENT PARTS LIST

CAUTION
Before performing maintenance on suspension, ALWAYS block suspension in maximum height position and remove all air from air spring.

Preventive Maintenance
Lubricate slides every 30,000 miles: Adjust sear rearward until it stops, apply a good quality grease to the lower front slide rails. Move the seat forward until it stops, and grease the lower rear slide rails. Move the seat forward and rearward to the stops several times to distribute the lubrication.

Preventive Maintenance
Lubricate suspension linkage bearings with a light oil every 30,000 miles.



WARNING: Serious injury may occur if head clearance is not adequate. After installing seat and before riding or driving vehicle, ensure that there is adequate head clearance at maximum upward travel of seat. While sitting in seat, slowly raise the seat to its maximum height by actuating the suspension air control valve.

For normal seat operation, adjust seat to proper ride height by actuating the suspension air control valve to raise of lower the seat to a comfortable ride height.

Seat belts should be worn at all times by driver and passenger when operating the vehicle.

This seat conforms to Federal motor vehicle safety standards 207 and 302 as in effect at the time of manufacture when correct mounting hardware and tether belts are used.

It is the responsibility of the installer to ensure that proper seat mounting hardware and mounting channels (when required) and seat belt and tether belt anchorages are used according to requirements of Federal motor vehicle safety standards. Use only high strength fasteners and heavy duty washers and tether belts when installing the seat assembly.

To avoid possible injury and equipment damage and to prolong the life of the seat it is necessary to keep the seat suspension free of debris and foreign material.

Available as published option in Freightliner, Sterling, Peterbilt and International trucks

SEARS SEATING

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